

Program Objective

In today's world, the average American family saves less than 1% of their income, significantly less than the rate of savings during the 1950s and 1960s. It is critically important for families to save for their future. The Foundation was conceived to encourage low-income families to save more. Thus, the Foundation's main objective is to aid families financially by promoting saving for the future. We realize that, although the monetary help may not seem substantial in terms of its amount, it nevertheless plays a vital role in cultivating the seeds for future disciplined savings. The Foundation is funded by generous companies to support struggling families who have lower incomes than the average household. The Foundation encourages families to open a specific type of account (i.e., 529 Plan, investment account, or savings account) in order to save for a certain goal, whether it is college, retirement, or any other long-term goal. The Foundation will match dollar-for-dollar the funds contributed by the enrolled families, as per the Guidelines.